

Logon

\*\*\* It is now 6/11/07 6:35:45 AM \*\*\*

## Welcome to DialogLink - Version 5

### Revolutionize the Way You Work!

## New on Dialog

### Enhanced Derwent World Patents Index Now Available

The enhanced *Derwent World Patents Index*® (*DWPI*SM) (Files 350,351,352) is now available on Dialog. The improvements implemented in *DWPI* on Dialog further extend the database's rich content set and enhances overall functionality of the database.

In addition to distilled expert analysis reflected in *DWPI* expanded titles and abstracts, other enhancements include original patent filing details, multiple patent images, easy cut-and-paste patent family data, and much more.

The new templates include new features that will help you manage and distribute your *DWPI* search results in an attractive format.

Learn about all of the new *DWPI* enhancements and report templates at <http://www.dialog.com/dwpi>.

### DialogLink 5 Release Notes

New features available in the latest release of DialogLink 5 (November 2005)

- Ability to resize images for easier incorporation into DialogLink Reports
- New settings allow users to be prompted to save Dialog search sessions in the format of their choice (Microsoft Word, RTF, PDF, HTML, or TEXT)
- Ability to set up Dialog Alerts by Chemical Structures and the addition of Index Chemicus as a structure searchable database
- Support for connections to STN Germany and STN Japan services

Show Preferences for details

? Help Log On Msg

\*\*\* ANNOUNCEMENTS \*\*\*

\*\*\*

NEW FILES RELEASED

\*\*\*BIOSIS Previews Archive (File 552)  
\*\*\*BIOSIS Previews 1969-2007 (File 525)  
\*\*\*Engineering Index Backfile (File 988)  
\*\*\*Trademarkscan - South Korea (File 655)

RESUMED UPDATING

\*\*\*File 141, Reader's Guide Abstracts

\*\*\*

RELOADS COMPLETED

\*\*\*Files 154 & 155, MEDLINE  
\*\*\*File 5, BIOSIS Previews - archival data added  
\*\*\*Files 340, 341 & 942, CLAIMS/U.S. Patents - 2006 reload now online

\*\*\*

DATABASES REMOVED

Chemical Structure Searching now available in Prous Science Drug  
Data Report (F452), Prous Science Drugs of the Future (F453),  
IMS R&D Focus (F445/955), Pharmaprojects (F128/928), Beilstein  
Facts (F390), Derwent Chemistry Resource (F355) and Index Chemicus  
(File 302).

\*\*\*

>>>For the latest news about Dialog products, services, content<<<  
>>>and events, please visit What's New from Dialog at <<<  
>>><http://www.dialog.com/whatsnew/>. You can find news about<<<  
>>>a specific database by entering HELP NEWS <file number>.<<<

? Help Off Line

\* \* \*

Connecting to Rob Pond - Dialog - 264751

Connected to Dialog via SMS00207

? B 15, 9, 610, 810, 275, 476, 624, 621, 636, 613, 813, 16, 160, 634, 148, 20, 35, 583,  
65, 2, 474, 475, 99, 256, 348, 349, 347, 635, 570, PAPERSMJ, PAPERSEU, 47

[File 15] **ABI/Inform(R)** 1971-2007/Jun 09  
(c) 2007 ProQuest Info&Learning. All rights reserved.

[File 9] **Business & Industry(R)** Jul/1994-2007/Jun 06  
(c) 2007 The Gale Group. All rights reserved.

[File 610] **Business Wire** 1999-2007/Jun 11  
(c) 2007 Business Wire. All rights reserved.

*\*File 610: File 610 now contains data from 3/99 forward. Archive data (1986-2/99) is available in File 810.*

[File 810] **Business Wire** 1986-1999/Feb 28  
(c) 1999 Business Wire . All rights reserved.

[File 275] **Gale Group Computer DB(TM)** 1983-2007/Jun 07  
(c) 2007 The Gale Group. All rights reserved.

[File 476] **Financial Times Fulltext** 1982-2007/Jun 10  
(c) 2007 Financial Times Ltd. All rights reserved.

[File 624] **McGraw-Hill Publications** 1985-2007/Jun 06  
(c) 2007 McGraw-Hill Co. Inc. All rights reserved.

*\*File 624: Homeland Security & Defense and 9 Platt energy journals added Please see HELP NEWS624 for more*

[File 621] **Gale Group New Prod.Annou.(R)** 1985-2007/Jun 07  
(c) 2007 The Gale Group. All rights reserved.

[File 636] **Gale Group Newsletter DB(TM)** 1987-2007/Jun 01  
(c) 2007 The Gale Group. All rights reserved.

[File 613] **PR Newswire** 1999-2007/Jun 11  
(c) 2007 PR Newswire Association Inc. All rights reserved.

*\*File 613: File 613 now contains data from 5/99 forward. Archive data (1987-4/99) is available in File 813.*

[File 813] **PR Newswire** 1987-1999/Apr 30  
(c) 1999 PR Newswire Association Inc. All rights reserved.

[File 16] **Gale Group PROMT(R)** 1990-2007/Jun 07  
(c) 2007 The Gale Group. All rights reserved.

[File 160] **Gale Group PROMT(R)** 1972-1989  
(c) 1999 The Gale Group. All rights reserved.

[File 634] **San Jose Mercury** Jun 1985-2007/Jun 08  
(c) 2007 San Jose Mercury News. All rights reserved.

[File 148] **Gale Group Trade & Industry DB** 1976-2007/Jun 07  
(c)2007 The Gale Group. All rights reserved.

[File 20] **Dialog Global Reporter** 1997-2007/Jun 11  
(c) 2007 Dialog. All rights reserved.

[File 35] **Dissertation Abs Online** 1861-2007/May  
(c) 2007 ProQuest Info&Learning. All rights reserved.

[File 583] **Gale Group Globalbase(TM)** 1986-2002/Dec 13  
(c) 2002 The Gale Group. All rights reserved.

*\*File 583: This file is no longer updating as of 12-13-2002.*

[File 65] **Inside Conferences** 1993-2007/Jun 08  
(c) 2007 BLDSC all rts. reserv. All rights reserved.

[File 2] **INSPEC** 1898-2007/Jun W1  
(c) 2007 Institution of Electrical Engineers. All rights reserved.

[File 474] **New York Times Abs** 1969-2007/Jun 11  
(c) 2007 The New York Times. All rights reserved.

[File 475] **Wall Street Journal Abs** 1973-2007/Jun 09  
(c) 2007 The New York Times. All rights reserved.

[File 99] **Wilson Appl. Sci & Tech Abs** 1983-2007/May  
(c) 2007 The HW Wilson Co. All rights reserved.

[File 256] **TecInfoSource** 82-2007/Oct  
(c) 2007 Info.Sources Inc. All rights reserved.

[File 348] **EUROPEAN PATENTS** 1978-2007/ 200723  
(c) 2007 European Patent Office. All rights reserved.

*\*File 348: For important information about IPCR/8 and forthcoming changes to the IC= index, see HELP NEWSIPCR.*

[File 349] **PCT FULLTEXT** 1979-2007/UB=20070607UT=20070531  
(c) 2007 WIPO/Thomson. All rights reserved.

*\*File 349: For important information about IPCR/8 and forthcoming changes to the IC= index, see HELP NEWSIPCR.*

[File 347] **JAPIO** Dec 1976-2006/Dec(Updated 070403)  
(c) 2007 JPO & JAPIO. All rights reserved.

[File 635] **Business Dateline(R)** 1985-2007/Jun 09  
(c) 2007 ProQuest Info&Learning. All rights reserved.

[File 570] **Gale Group MARS(R)** 1984-2007/Jun 07  
(c) 2007 The Gale Group. All rights reserved.

[File 387] **The Denver Post** 1994-2007/Jun 08  
(c) 2007 Denver Post. All rights reserved.

[File 471] **New York Times Fulltext** 1980-2007/Jun 14  
(c) 2007 The New York Times. All rights reserved.

[File 492] **Arizona Repub/Phoenix Gaz** 19862002/Jan 06  
(c) 2002 Phoenix Newspapers. All rights reserved.  
*\*File 492: This file is no longer updating.*

[File 494] **St LouisPost-Dispatch** 1988-2007/Jun 10  
(c) 2007 St Louis Post-Dispatch. All rights reserved.

[File 631] **Boston Globe** 1980-2007/Jun 08  
(c) 2007 Boston Globe. All rights reserved.

[File 633] **Phil.Inquirer** 1983-2007/Jun 08  
(c) 2007 Philadelphia Newspapers Inc. All rights reserved.

[File 638] **Newsday/New York Newsday** 1987-2007/Jun 10  
(c) 2007 Newsday Inc. All rights reserved.

[File 640] **San Francisco Chronicle** 1988-2007/Jun 10  
(c) 2007 Chronicle Publ. Co. All rights reserved.

[File 641] **Rocky Mountain News** Jun 1989-2007/Jun 09  
(c) 2007 Scripps Howard News. All rights reserved.

[File 702] **Miami Herald** 1983-2007/May 31  
(c) 2007 The Miami Herald Publishing Co. All rights reserved.

[File 703] **USA Today** 1989-2007/Jun 08  
(c) 2007 USA Today. All rights reserved.

[File 704] **(Portland)The Oregonian** 1989-2007/Jun 08  
(c) 2007 The Oregonian. All rights reserved.

[File 713] **Atlanta J/Const.** 1989-2007/Jun 10  
(c) 2007 Atlanta Newspapers. All rights reserved.

[File 714] **(Baltimore) The Sun** 1990-2007/Jun 08  
(c) 2007 Baltimore Sun. All rights reserved.

[File 715] **Christian Sci.Mon.** 1989-2007/Jun 08  
(c) 2007 Christian Science Monitor. All rights reserved.

[File 725] **(Cleveland)Plain Dealer** Aug 1991-2007/Jun 09  
(c) 2007 The Plain Dealer. All rights reserved.

[File 735] **St. Petersburg Times** 1989- 2007/Jun 09  
(c) 2007 St. Petersburg Times. All rights reserved.

[File 477] **Irish Times** 1999-2007/Jun 10  
(c) 2007 Irish Times. All rights reserved.

[File 710] **Times/Sun.Times(London)** Jun 1988-2007/Jun 09  
(c) 2007 Times Newspapers. All rights reserved.

[File 711] **Independent(London)** Sep 1988-2006/Dec 12  
(c) 2006 Newspaper Publ. PLC. All rights reserved.

*\*File 711: Use File 757 for full current day's news of the Independent, as as well as full coverage of many additional European news sources.*

[File 756] **Daily/Sunday Telegraph** 2000-2007/Jun 11  
(c) 2007 Telegraph Group. All rights reserved.

[File 757] **Mirror Publications/Independent Newspapers** 2000-2007/Jun 11  
(c) 2007. All rights reserved.

[File 47] **Gale Group Magazine DB(TM)** 1959-2007/May 30  
(c) 2007 The Gale group. All rights reserved.

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2161692 MOVIE

1258541 MOVIES

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4419608 BOOKS

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920831 SONGS

6184173 TV

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25970320 PROGRAM????

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1391196	SELLER??
2104851	PROMOTER??
10256500	RETAIL???
1325968	MERCHANT??
3513155	MESSAGE
1425928	MESSAGES
944834	PROMOTIONAL
12939479	COMMERCIAL
90402	PROMO
6553926	ADVERTISING
348725	ADVERTISEMENT
441476	ADVERTISEMENTS

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4330674 SPONSOR????

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1391196 SELLER??

2104851 PROMOTER??

944834 PROMOTIONAL

12939479 COMMERCIAL

5370654	CONTENT
4621030	MUSIC
2161692	MOVIE
1258541	MOVIES
1129347	SONG
920831	SONGS
6667530	BOOK
4419608	BOOKS
6184173	TV
7403492	TELEVISION
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S1	75895801	S PD<20000527
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S2	2278537	S (ACCESS??? OR RECEIV??? OR LISTEN??? OR WATCH???) (5N) (CONTENT OR MUSIC OR MOVIE OR MOVIES OR BOOK OR BOOKS OR SONG OR SONGS OR TV OR TELEVISION OR PROGRAM????)
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S4	84121	S (PAY????? OR PREPA???? OR PRE-PA????) (5N) (ADVERTIS??? OR SPONSOR???? OR RETAIL??? OR MERCHANT OR SELLER?? OR PROMOTER?? OR PROMOTIONAL OR COMMERCIAL) (5N) (CONTENT OR MUSIC OR MOVIE OR MOVIES OR SONG OR SONGS OR BOOK OR BOOKS OR TV OR TELEVISION OR PROGRAM????)
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>>>W: Duplicate detection is not supported for File 348.

Duplicate detection is not supported for File 349.

Duplicate detection is not supported for File 347.

Records from unsupported files will be retained in the RD set.

S7 42 RD (UNIQUE ITEMS)

? t s42/free/all

>>>E: Set 42 does not exist

? t s7/free/all

>>>W: "FREE" is not a valid format name in file(s): 347-349

7/8/1 (Item 1 from file: 15)

ABI/Inform(R)

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01785689 04-36680

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**Interactive TV must tune into entertainment to win viewers**

**Word Count: 910 Length: 1 Pages**

**Mar 4, 1999**

**Geographic Names: UK**

**Descriptors:** Interactive television; Television advertising; Test markets; Entertainment

**Classification Codes:** 9175 (CN=Western Europe); 7200 (CN=Advertising); 8330 (CN=Broadcasting & telecommunications)

7/8/2 (Item 2 from file: 15)

ABI/Inform(R)

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01718659 03-69649

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**How the Web will warp advertising**

**Word Count: 1378 Length: 2 Pages**

Nov 9, 1998

**Geographic Names: US**

**Descriptors:** Advertising; Performance evaluation; Effects; Industrywide conditions; Internet

**Classification Codes:** 9190 (CN=United States); 7200 (CN=Advertising); 5250 (CN=Telecommunications systems)

7/8/3 (Item 3 from file: 15)

ABI/Inform(R)

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00925499 95-74891

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**Ethics in advertising: Ideological correlates of consumer perceptions**

**Word Count: 6789 Length: 11 Pages**

Sep 1994

**Geographic Names: US**

**Descriptors:** Studies; Statistical analysis; Advertising; Consumer attitudes; Ethics

**Classification Codes:** 9130 (CN=Experimental/Theoretical); 7200 (CN=Advertising); 7100 (CN=Market research); 2410 (CN=Social responsibilities); 9190 (CN=United States)

7/8/4 (Item 4 from file: 15)

ABI/Inform(R)

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00639813 92-54753

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**Media Focus: Television**

**Word Count: 9148 Length: 8 Pages**

Sep 24, 1992

**Company Names:**

British Broadcasting Corp ( Duns: 21-154-0372 )

British Sky Broadcasting

GMTV

Independent Television

**Geographic Names: UK**

**Descriptors:** Broadcasting industry; Advertising media; Television advertising; Shakeups; Television stations; Statistical data; Industrywide conditions

**Classification Codes:** 9175 (CN=Western Europe); 8330 (CN=Broadcasting & telecommunications); 7200 (CN=Advertising); 9140 (CN=Statistical data)

7/8/5 (Item 5 from file: 15)

ABI/Inform(R)

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00600791 92-15964

**\*\*USE FORMAT 7 OR 9 FOR FULL TEXT\*\***

**Living Room Technology Can Deliver Pizza to Your Door What Makes TV Answer Tick?**

**Word Count:** 1161 **Length:** 2 Pages

Mar 2, 1992

**Company Names:**

TV Answer Inc

Hewlett Packard Co ( Duns: 00-912-2532 Ticker: HWP )

**Geographic Names:** US

**Descriptors:** Service introduction; Interactive; Video; Data transmission; Systems design ; Applications

**Classification Codes:** 7500 (CN=Product planning & development); 5250 (CN=Telecommunications systems); 9190 (CN=United States)

7/8/6 (Item 1 from file: 9)

Business & Industry(R)

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01977921 Supplier Number: 25446754 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**European pads digital TV lead as ad-funded services hit U.K.**

October 1999

**Word Count:** 679

**Company Names:** BRITISH TELECOMMUNICATIONS PLC; CABLE & WIRELESS COMMUNICATIONS (UK); HONG KONG SHANGHAI BANKING CORP; MATSUSHITA ELECTRIC INDUSTRIAL CO LTD; NTL INC

**Industry Names:** Broadcasting; Entertainment; Information industry

**Product Names:** Direct broadcast satellite (DBS) services (484056)

**Concept Terms:** All market information; All product and service information; Industry forecasts; Marketing campaign; Product introduction; Trends; Users

**Marketing Terms:** All media; Interactive

**Geographic Names:** European Union (EUCX); United Kingdom (UNK); Western Europe (WEEX)

7/8/7 (Item 2 from file: 9)

Business & Industry(R)

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01009398 Supplier Number: 23568337 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Un-wired Nation**

July 1996

**Word Count:** 2637

**Industry Names:** Broadcasting; Entertainment; Information industry

**Product Names:** Cable and pay television services (484000)

**Concept Terms:** All government; All market information; Industry forecasts; Market size; New laws; Users

**Geographic Names:** Pacific Rim (PARX); South Korea (SOK); Southern & Eastern Asia (SSAX)

7/8/8 (Item 3 from file: 9)

Business & Industry(R)

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00986141 Supplier Number: 23507094 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**BT is testing interactive TV commercials for marketers**

May 1996

**Word Count:** 522

**Company Names:** BRITISH TELECOMMUNICATIONS PLC

**Industry Names:** Broadcasting; Entertainment; Information industry

**Product Names:** Interactive cable television (CATV) (484028)

**Concept Terms:** All product and service information; Product development

**Marketing Terms:** All media; Interactive

**Geographic Names:** European Union (EUCX); United Kingdom (UNK); Western Europe (WEEX)

7/8/9 (Item 4 from file: 9)

Business & Industry(R)

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00930518 Supplier Number: 23444396 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Ambassador Class**

March 1996

**Word Count:** 1934

**Industry Names:** Broadcasting; Entertainment; Information industry

**Product Names:** Direct broadcast satellite (DBS) services (484056)

**Concept Terms:** All company; Corporate strategy

**Geographic Names:** Australia & New Zealand (AUNX); Australia (AUS); Pacific Rim (PARX)

7/8/10 (Item 1 from file: 610)

Business Wire

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00059334 19990614165B0438 (USE FORMAT 7 FOR FULLTEXT)

**NDS Pushes The Frontier Of Digital Cable Broadcasting With XTV**

Monday , June 14, 1999 09:30 EDT

**Word Count:** 936

**Company Names:** XTV LTD; PAY TV HOLDINGS PTY LTD; PUBLISHING AND BROADCASTING LTD;

NEWS CORP LTD; NWS INC; TSI COMMUNICATIONS LTD; NDS

**Product Names:** BROADCASTING; CABLE SERVICE PROVIDERS; CABLE TV; COMPUTER SOFTWARE; MEDIA INDUSTRIES; SATELLITE TV; SMART CARDS; COMMUNICATIONS TECHNOLOGIES; COMPUTERS

**Event Names:** ADVERTISING AND PROMOTION; RESEARCH AND DEVELOPMENT; TECHNOLOGY DEVELOPMENT

7/8/11 (Item 1 from file: 636)

Gale Group Newsletter DB(TM)

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02083321 **Supplier Number: 43836383 (USE FORMAT 7 FOR FULLTEXT)**

**BBC faces tougher charter after ITV and ITN attack satellite ventures**

May 13 , 1993

**Word Count:** 1936

**Publisher Name:** Financial Times Group

**Company Names:** \*British Broadcasting Corporation Ltd.

**Event Names:** \*200 (Management dynamics )

**Geographic Names:** \*4EUUK (United Kingdom )

**Product Names:** \*4830000 (Broadcasting)

**Industry Names:** BUSN (Any type of business); INTL (Business, International); TELC ( Telecommunications )

**NAICS Codes:** 5131 (Radio and Television Broadcasting )

>>>W: "FREE" is not a valid format name in file(s): 347-349

7/8/12 (Item 1 from file: 613)

PR Newswire

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00295651 20000321NYTU073 **(USE FORMAT 7 FOR FULLTEXT)**

**Load Media Network Selects Intertrust As Preferred Partner to Develop Secure Online Video Content**

Tuesday , March 21, 2000 08:49 EST

**Word Count:** 850

**Product Names:** COMPUTER SOFTWARE; DATABASES; INTERNET; NETWORKS; PRE RECORDED VIDEO TAPES; COMPUTERS; INFORMATION MANAGEMENT; COMMUNICATIONS TECHNOLOGIES; DATA COMMUNICATIONS; CONSUMER ELECTRONICS; VIDEO EQUIPMENT; VIDEO TAPES

**Event Names:** TECHNOLOGY DEVELOPMENT

7/8/13 (Item 1 from file: 16)

Gale Group PROMT(R)

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03143248 **Supplier Number: 44291627 (USE FORMAT 7 FOR FULLTEXT)**

**Coming Soon to a Set Near You**

Dec 13 , 1993

**Word Count:** 2265

**Publisher Name:** BPI Communications, Inc.

**Event Names:** \*360 (Services information )

**Geographic Names:** \*1USA (United States )

**Product Names:** \*4833000 (Television Broadcasting)

**Industry Names:** ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business )

**NAICS Codes:** 51312 (Television Broadcasting )

**Special Features:** LOB

**Advertising Codes:** 57 New Products/Services

7/8/14 (Item 2 from file: 16)

Gale Group PROMT(R)

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03097007 **Supplier Number: 44220225 (USE FORMAT 7 FOR FULLTEXT)**

**Advertisers seek opportunities to send individual messages**

Nov 8 , 1993

**Word Count:** 931

**Publisher Name:** Crain Communications, Inc.

**Event Names:** \*240 (Marketing procedures )

**Geographic Names:** \*1USA (United States )

**Product Names:** \*7311000 (Advertising Agencies); 4811000 (Telephone Service)

**Industry Names:** BUSN (Any type of business); ELEC (Electronics )

**NAICS Codes:** 54181 (Advertising Agencies); 51331 (Wired Telecommunications Carriers )

**Special Features:** LOB

7/8/15 (Item 1 from file: 160)

00691734

**Canadian TV markets are fractured by new video technologies.**

October, 1981

7/8/16 (Item 1 from file: 634)

San Jose Mercury

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10108170

**TAMING TV NEW HARD-DISK RECORDERS LET VIEWERS PAUSE LIVE TELECASTS AND TAPE**



## **SHOWS BY CATEGORY BRINGING TV UNDER CONTROL**

Sunday, April 18, 1999

**Word Count:** 2,038

7/8/17 (Item 1 from file: 148)

Gale Group Trade & Industry DB

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09914706 **Supplier Number:** 19063660 (USE FORMAT 7 OR 9 FOR FULL TEXT )

**Television advertising: in need of reinvention?**

Nov , 1996

**Word Count:** 4825 **Line Count:** 00394

**Special Features:** chart; illustration

**Industry Codes/Names:** ADV Advertising, Marketing and Public Relations; BUSN Any type of business; INTL Business, International

**Descriptors:** Television advertising--Management; Marketing industry--Management

**Product/Industry Names:** 7313200 (Television Advertising); 9914200 (Advertising Management)

**Product/Industry Names:** 7313 Radio, TV, publisher representatives

**File Segment:** TI File 148

7/8/18 (Item 2 from file: 148)

Gale Group Trade & Industry DB

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07261804 **Supplier Number:** 15404379 (USE FORMAT 7 OR 9 FOR FULL TEXT )

**Wishful thinking or hard core hostility? Viewers' support for a reduction in television advertising.**

Wntr , 1994

**Word Count:** 4300 **Line Count:** 00370

**Special Features:** illustration; table; graph

**Industry Codes/Names:** ADV Advertising, Marketing and Public Relations; INTL Business, International

**Descriptors:** Television advertising--Research; Television viewers--Attitudes

**Product/Industry Names:** 7313200 (TV Advertising)

**Product/Industry Names:** 7313 Radio, TV, publisher representatives

**File Segment:** TI File 148

7/8/19 (Item 3 from file: 148)

Gale Group Trade & Industry DB

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05590242 **Supplier Number:** 12230849 (USE FORMAT 7 OR 9 FOR FULL TEXT )

**The mission and agenda for state antitrust enforcement. (24th Annual New England Antitrust Conference address) (A Symposium on Current Antitrust Policy and Enforcement, part 2) (Transcript)**

Winter , 1991

**Word Count:** 5292 **Line Count:** 00419

**Industry Codes/Names:** GOVT Government and Law

**Descriptors:** Antitrust law--Interpretation and construction; State governments--Economic policy; Attorneys general--Powers and duties

**Geographic Codes:** NNUS; ZSTA

**File Segment:** LRI File 150

7/8/20 (Item 4 from file: 148)

Gale Group Trade & Industry DB

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04613943 **Supplier Number:** 08680618 (USE FORMAT 7 OR 9 FOR FULL TEXT )

**Oligopoly in advertiser-supported media.**

Summer , 1990

**Word Count:** 6057 **Line Count:** 00489

**Industry Codes/Names:** BUS Business, General

**Descriptors:** Competition--Research; Oligopolies--Research; Mass media--Advertising; Advertising research--Analysis; Television advertising--Research

**File Segment:** MC File 75

7/8/21 (Item 5 from file: 148)

Gale Group Trade & Industry DB

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02177834 **Supplier Number:** 03433350 (USE FORMAT 7 OR 9 FOR FULL TEXT )

**The crowded new world of TV.**

Sept 17 , 1984

**Word Count:** 3298 **Line Count:** 00248

**Special Features:** illustration; photograph; graph

**Industry Codes/Names:** BUS Business, General

**Descriptors:** Television viewers--Attitudes; Cable television broadcasting industry-- Management; Television equipment and supplies industry--Management; Video tape recorders and recording--Economic aspects

**Product/Industry Names:** 4841 Cable and other pay TV services; 3651 Household audio and video equipment

**File Segment:** MI File 47

7/8/22 (Item 1 from file: 20)

Dialog Global Reporter

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09633134 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**First Direct offers free FilmFour.**

**FilmFour is to become the first UK pay-per-view (PPV) channel to offer a free, unencrypted evening to viewers courtesy of a commercial sponsor, writes Dominic Timms.**

August 27, 1999

**Word Count:** 201

**Company Names:** First Direct Ltd

**Descriptors:** Company News; Sponsorship; Marketing; New Products & Services

**Country Names/Codes:** United Kingdom (GB )

**Regions:** Europe; European Union; Western Europe

**SIC Codes/Descriptions:** 6020 (Commercial Banks)

**Naics Codes/Descriptions:** 52211 (Commercial Banking)

7/8/23 (Item 2 from file: 20)

Dialog Global Reporter

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05003181 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Personal Computer-VCR Hybrids Empower Television Viewers**

April 18, 1999

**Word Count:** 1922

**Descriptors:** New Products & Services; Marketing; Company News

**Country Names/Codes:** United States of America (US )

**Regions:** Americas; North America; Pacific Rim

**SIC Codes/Descriptions:** 7372 (Prepackaged Software); 3651 (Household Audio & Video Equipment)

7/8/24 (Item 3 from file: 20)

Dialog Global Reporter

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04521447 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**MKW Media: Interactive TV must tune into entertainment to win viewers: TV companies should address interactive advertising more seriously, because once digital TV is established, they may end up funding it, says Nick Higham, media correspondent for BBC Ne**

February 04, 1999

**Word Count:** 880

**Descriptors:** Marketing; Company News; Science & Technology; General News; New Products & Services; Research & Development; Comment & Analysis; Market News

**Country Names/Codes:** United Kingdom (GB )

**Regions:** Europe; European Union; Western Europe

**SIC Codes/Descriptions:** 4833 (Television Broadcasting Stations)

7/8/25 (Item 4 from file: 20)

Dialog Global Reporter

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04432250 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
Providence Journal-Bulletin, R.I., Cybertalk Column

February 24, 1999  
Word Count: 868

7/8/36 (Item 1 from file: 635)  
Business Dateline(R)  
(c) 2007 ProQuest Info&Learning. All rights reserved.  
0426355 93-78554  
Local TV vs. cable: Who blinks?

Publication Date: 930900  
Word Count: 2,493  
Dateline: TN, US

Company Names: Tennessee Valley Cable, Gray, TN, US, SIC:4841,  
WCYB-TV-Bristol VA, Bristol, VA, US, SIC:4833,  
WJHL-TV-Johnson City TN, Johnson City, TN, US, SIC:4833,  
Time Warner Cable, Stamford, CT, US, SIC:4841,  
Classification Codes: 8330 (Broadcasting & telecommunications); 4310 (Regulation); 3100 (Capital & debt management)  
Descriptors: Cable TV; Television broadcasting; Regulation; Fees & charges; South Central  
Special Feature: Photo

>>>W: "FREE" is not a valid format name in file(s): 347-349

7/8/36 (Item 1 from file: 635)  
Business Dateline(R)  
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Classification Codes: 8330 (Broadcasting & telecommunications); 4310 (Regulation); 3100 (Capital & debt management)  
Descriptors: Cable TV; Television broadcasting; Regulation; Fees & charges; South Central  
Special Feature: Photo

7/8/37 (Item 2 from file: 635)

Business Dateline(R)

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0074566 88-32819

**City Plugs in to Cable TV**

**Publication Date: 881031**

**Word Count: 3,031**

**Dateline: New York, NY, US**

**Company Names:**

**Classification Codes:**

8330 (Broadcasting & telecommunications); 7000 (Marketing)

**Descriptors:** Cable television industry; Market penetration; Business conditions; Customer services; Advertisers; Advertising rates; Franchises; Maintenance costs; Pay cable TV; Middle Atlantic

**Special Feature:** Photo

7/8/38 (Item 3 from file: 635)

Business Dateline(R)

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0011945 86-02625

**Weather Service Provides New Marketing Medium**

**Publication Date: 860100**

**Word Count: 903**

**Dateline: Marshfield, VT, US**

**Company Names:**

**Classification Codes:** 8300 (Service industries not elsewhere classified); 7200 (Advertising); 5250 (Telecommunications systems)

**Descriptors:** Forecasts; Corporate sponsorship; Public service advertising; Telecommunications systems; Service industries

**Named Persons:** Minsenberger, Robert

**Special Feature:** Photo

7/8/39 (Item 1 from file: 471)

01446338 244047870601

**TV TURNING TO PEOPLE METERS TO FIND WHO WATCHES WHAT**

Monday June 1 1987

**Word Count: 2032**

7/8/40 (Item 1 from file: 711)  
Independent(London)  
(c) 2006 Newspaper Publ. PLC. All rights reserved.  
09088017

**Will the Channel 5 dog have its day?**

Saturday, March 29, 1997  
**Word Count:** 1,155

7/8/41 (Item 1 from file: 47)  
Gale Group Magazine DB(TM)  
(c) 2007 The Gale group. All rights reserved.  
05496568 **Supplier Number:** 57011102 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
**The Big Media Game Has Fewer and Fewer Players.(impact of consolidation on journalistic integrity)**

Nov , 1999  
**Word Count:** 4557 **Line Count:** 00359  
**Descriptors:** Mass media industry--Analysis; Mass media--Political aspects; Alternative press--Analysis;  
Conglomerate corporations--Political aspects; Horizontal integration--Political aspects; Television broadcasting of  
news--Political aspects  
**File Segment:** MI File 47

7/8/42 (Item 2 from file: 47)  
Gale Group Magazine DB(TM)  
(c) 2007 The Gale group. All rights reserved.  
04809915 **Supplier Number:** 19695556 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
**Television's new boss.(more availability of channels gives television viewers more power)(Editorial)**

August 23 , 1997  
**Word Count:** 926 **Line Count:** 00073

**Special Features:** other; illustration  
**Descriptors:** Television viewers--Influence; Television advertising--Innovations  
**File Segment:** MI File 47

>>>W: "FREE" is not a valid format name in file(s): 347-349

7/8/36 (Item 1 from file: 635)  
Business Dateline(R)  
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**Special Feature:** Photo

7/8/37 (Item 2 from file: 635)

Business Dateline(R)

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0074566 88-32819

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7/8/38 (Item 3 from file: 635)

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01446338 244047870601

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**The Big Media Game Has Fewer and Fewer Players.(impact of consolidation on journalistic integrity)**

Nov , 1999

**Word Count:** 4557 **Line Count:** 00359

**Descriptors:** Mass media industry--Analysis; Mass media--Political aspects; Alternative press--Analysis; Conglomerate corporations--Political aspects; Horizontal integration--Political aspects; Television broadcasting of news--Political aspects

**File Segment:** MI File 47

7/8/42 (Item 2 from file: 47)

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**Television's new boss.(more availability of channels gives television viewers more power)(Editorial)**

August 23 , 1997

**Word Count:** 926 **Line Count:** 00073



**Special Features:** other; illustration

**Descriptors:** Television viewers--Influence; Television advertising--Innovations

**File Segment:** MI File 47

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7/8/41 (Item 1 from file: 47)

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